

WHAT IS CLAIMED IS:

1. A tail lamp device that is mountable on a rear fender of a motorcycle, the tail lamp device comprising:

a tail lamp that is attached to the rear fender, wherein the tail lamp  
5 includes a substrate and a plurality of light emitting elements mounted on the substrate, and the substrate is disposed along a rearwardly descending surface of the rear fender.

2. A tail lamp device according to claim 1, wherein the tail lamp  
10 includes at least one lens that covers the plurality of light emitting elements and has a directivity that rearwardly directs light emitted from the plurality of light emitting elements.

3. A tail lamp device according to claim 1, wherein the light emitting  
15 elements are LED elements.

4. A tail lamp device according to claim 1, wherein the rear fender  
includes a mounting concave section, and circuit elements for the light emitting elements that are mounted on the substrate are positioned in the mounting  
20 concave section.

5. A tail lamp device that is mountable on a rear fender of a motorcycle, the tail lamp device comprising:

a lamp substrate disposed along a sloped surface angled from a vertical line; and

5 a plurality of light emitting elements mounted on the lamp substrate.

6. A tail lamp device according to claim 5, wherein the plurality of light emitting elements extend in a direction generally perpendicular to the substrate.

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7. A tail lamp device according to claim 6, wherein the light emitting elements are LED elements.

8. A tail lamp device according to claim 6, further comprising a lens  
15 unit that covers the plurality of light emitting elements and rearwardly directs light emitted from the light emitting elements generally in a horizontal direction.

9. A tail lamp device according to claim 5, further comprising a  
20 circuit substrate having circuit elements for the light emitting elements, wherein the rear fender includes a mounting concave section, and the circuit

substrate is placed in the mounting concave section.

10. A tail lamp device according to claim 9, wherein the lamp substrate covers the circuit substrate.

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11. A tail lamp device that is mountable on a rear fender of a motorcycle, the tail lamp device comprising:

a concave mounting section formed in a rearwardly sloped surface of the rear fender;

10 a lamp substrate that substantially covers the concave mounting section and is disposed along a rearwardly sloped surface of the rear fender;

a plurality of light emitting elements mounted on the lamp substrate;  
and

a circuit substrate for at least the light emitting elements, disposed in  
15 the concave mounting section below the lamp substrate.

12. A tail lamp device according to claim 11, further comprising at least one lens that covers the plurality of light emitting elements and has a directivity that rearwardly directs light emitted from the plurality of light  
20 emitting elements in a horizontal direction.

13. A tail lamp device according to claim 11, wherein the light emitting elements are LED elements.

14. A tail lamp device for a vehicle, comprising:

5 a housing;

a lamp substrate fastened to the housing wherein the lamp substrate is tilted from a vertical line when the housing is mounted on the vehicle;

a plurality of light emitting elements mounted on the lamp substrate;

a concave section in the housing, which protrudes outwardly from a

10 bottom surface of the housing; and

a circuit substrate for at least the light emitting elements, the circuit substrate being affixed to the housing below the lamp substrate.

15 15. A tail lamp device according to claim 14, further comprising a lens unit fastened to the housing, wherein the lens unit covers the plurality of light emitting elements and rearwardly directs light emitted from the plurality of light emitting elements in a generally horizontal direction.

20 16. A tail lamp device according to claim 14, wherein the plurality of light emitting elements extend in a direction generally perpendicular to the lamp substrate.

17. A tail lamp device according to claim 14, further comprising a lens unit fastened to the housing, wherein the plurality of light emitting elements emit light diagonally with respect to a horizontal direction, and the lens unit covers the plurality of light emitting elements and rearwardly directs the light emitted from the plurality of light emitting elements in a generally horizontal direction.

18. A tail lamp device according to claim 17, wherein the light emitting elements are LED elements.

19. A tail lamp device according to claim 14, further comprising a circuit substrate having circuit elements mounted thereon for at least the light emitting elements, wherein the circuit substrate is placed inside the concave section in the housing.

20. A tail lamp device according to claim 19, wherein the circuit substrate covers the concave section of the housing and encloses the circuit substrate inside the concave section of the housing.

21. A tail lamp device according to claim 14, wherein the vehicle

includes a rear fender having a mounting concave section, and the concave section of the housing which protrudes outwardly is positioned in the mounting concave section.